

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL TECHNICAL UNIVERSITY
"KHARKIV POLYTECHNIC INSTITUTE"

MARKETING

Methodical instructions for practical lessons for full-time students
in specialties 072 – “Finance, Banking and Insurance”, 073 – “Management” and
076 – “Entrepreneurship, Trade and Exchange Activity”
(in English)

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INTRODUCTION

Marketing is a human activity aimed at customer satisfaction through exchange. Marketing is one of the main subjects for the professional market leaders, such as retailers, workers of advertising, marketing researchers, heads of production of new and branded goods like. They need to know how to describe the market and break it down into segments; how to assess the needs, demands and preferences of consumers within the target market; how to build and test the product with the right market for this consumer properties; how to convey the value of the product (goods) to the consumer with the help of the price; how to choose a skilful mediators to make the product widely available, well presented; how to advertise and sell the product to consumers knew him and had to buy.

The main objective of the course is a formation of a system of knowledge about the nature and content marketing as a philosophy of business activity in the market economy and competition in preparation for the adoption of qualified decisions in marketing.

The objectives of marketing as a discipline are:

1. Research, analysis and needs assessment of actual and potential consumers of the company in areas of interest to the company.
2. Marketing support to develop new products and services company.
3. Analysis, assessment and forecasting of development of the markets in which the firm operates or will operate, including the research of competitors activity.
4. Formation of assortment policy of the company.
5. Develop a pricing policy of the company.
6. Participation in shaping the strategy and tactics of market behavior of firms, including the development of pricing.
7. Sales of products and services company.
8. Marketing Communications.
9. Service.

The object of discipline research is the needs of consumers in the market of goods and services.

The subject of study are the processes and methods of learning and satisfying the needs of consumers as the priority market players.

The course deals with: marketing as the theory and practice of an enterprise's activities under market conditions, modern marketing concept, the main stages of

marketing activities, including marketing planning and monitoring and so on. The course allows you to provide knowledge about strategies and tactics of marketing decision-making skills, to create practical application of basic marketing tools.

The proposed study guide is for practical and seminar classes on the subject "Marketing" in higher education. The manual contains two chapters on basic blocks of content modules of the course. Each chapter is divided into paragraphs course topics, including plans of seminars, questions to test your knowledge and test questions, the situation for discussion, homework, examples of their decision and typical tasks for independent solving. The main topics of the course by the content of the training program developed by the authors based on educational and professional training programs for bachelors, masters and direction 0501 "Economics and Business" (2002).

SECTION 1. BASIS OF MARKETING IN BUSINESS

Theme 1. THE ESSENCE OF MARKETING AND ITS MODERN CONCEPT

1.1 Key issues

1. Basic concepts of marketing.
2. The market orientation of the company.
3. Types of marketing
4. Determining the value of the goods to the consumer and his pleasure.
5. Chain value of the goods.
6. Attracting and retaining customers.

1.2 Basic terms and concepts

Needs, wants, the act of exchange, transaction, market demand, supply, commodity exchanges, consumer marketing, industrial marketing, marketing services, information marketing, marketing person, conversion marketing, incentive marketing, developing marketing aimed at manufacturer, develops marketing aimed at the buyer, remarketing, synchromarketing, supporting marketing demarketing, counteracting marketing, consumer market, market of producers, government agencies market, market of sellers, international market.

1.3 Questions for testing

1. Expand the task and functions of marketing.
2. Justify the place of marketing in enterprise management.
3. Identify the major categories of marketing.
4. Identify the main components of the marketing environment.
5. Explain the place of marketing in the overall management structure of the company.
6. Describe the emergence of marketing in the development of market relations.
7. Define the objectives, functions and principles of marketing, give them a brief description.
8. Expand the object and task of marketing research.

9. Provide a description of the main system elements of marketing: marketing strategy, principles, goals and objectives of marketing, marketing functions, marketing programs, target market and target market segments.

10. Explain what, in your opinion, is the difference between "need" and "demand" for example: cosmetics (for girls) or car (for boys).

11. What relationship exists between the basic elements of marketing?

12. What is the market?

13. What is marketing? What are the main concepts it includes?

14. What are the main differences between the needs and demands?

15. How is the exchange in marketing? Describe the process of transaction.

16. How is the concept of maximizing consumer value used?

17. How is the value of consumer purchases determined?

18. What types of relationship marketing do you know?

19. What is needed for an act of "sharing"?

20. What is remarketing? What purpose does it pursue, with what state of demand is observed??

21. What is synchromarketing? What purpose does it pursue, at which state of demand is observed?

1.4 Topics abstracts

1. Ethics marketing.
2. The place of marketing in the management of the company at the present stage (on the example of international companies).
3. The place of marketing in the management of the company at the present stage (the example of Ukrainian companies).
4. The legal basis of marketing. (Legislative and regulatory acts of Ukraine governing the issues of marketing and information support. Gathering information.)
5. Types of marketing.
6. Functions and principles of marketing.
7. Marketing in the bank.
8. Marketing of non-governmental organization (NGOs) (public organizations).
9. Marketing of insurance companies.
10. The main directions of marketing activity of industrial enterprises.

Theme 2. SYSTEM AND CHARACTERISTICS OF MODERN MARKETING

2.1 Key issues

1. Marketing Management.
2. General characteristics of an enterprise marketing environment
3. The main factors of microenvironment of the enterprise.
4. The main factors of the macro environment of the enterprise.
5. The level of market segmentation.
6. Principles of segmentation of the market of industrial goods.
7. The choice of target market segments and positioning.

2.2 Basic terms and concepts

Micro environment, concepts of marketing management, suppliers, middleman (intermediaries, mediator), resellers, distribution, product distribution companies, marketing services agencies, credit-financial institutions, customers (clients), competitors, contact audiences, commodity-generic competitors, commodity-specific competitors, macro environment, demographic environment, economic environment, natural environment, science and technology environment, political environment, segmentation, selection of target segments, barriers to entry and exit the market, product specialization, concentration on one market segment, market specialization, selective segmentation, positioning.

2.3 Questions for testing

1. Define the concepts of marketing management and give the description of them.
2. What are the main characteristics and distinctive features production-oriented concept, product-oriented concept, the concept of focusing on sales, marketing concepts and concepts of socially responsible marketing?
3. Why do some organizations move away from the concept of marketing to the concept of social-ethical marketing (the societal marketing concept)?
4. What are the elements of marketing management?
5. Give examples of the impact of scientific and technological environment on the development of the banking sector of the country (mechanical engineering or agriculture). What in your opinion the other types of macro environment affect this type of activity and why?

6. What is the difference between the concept of improving production (the production concept) from the concept of improving the product (the product concept)?
7. Give different types of competitors for washing powder Ariel (VCRs (Video Cassette Recording) of Samsung). What are the competitors by feature?
8. What are contact audiences? Give the examples.
9. Define the essence of the concept of marketing activity.
10. Determine the purpose of social-ethical marketing (the societal marketing).
11. Give examples of macro environment factors of enterprise: political, economic, scientific, technical, socio-cultural, demographic factors and factors of competition.
12. Give examples of micro environment factors: consumers, suppliers, intermediaries, competitors and contact audiences.
13. Justify the relationship between marketing strategy and marketing programs.
14. Provide definition of "market", reveal its essence. Give examples of types of markets.
15. Identify market infrastructure, describe the features of the enterprise activity in market conditions.
16. Provide a definition of "competition", reveal its species. Justify the function of competition.
17. What are the requirements for market segments?
18. Identify factors micro- and macro environment of marketing.
19. Define the term "segmentation" and explain its meaning to the enterprise.
20. Give the criteria and characteristics of effective market segmentation.
21. The definition of "market positioning". What is the positioning value for the company??
22. Justify the concept of enterprise strategy.
23. What are the competitive strategies of the company?
24. Give the difference between strategy and tactics of marketing.
25. Give examples of strategies towards product and market.
26. Give types and examples of marketing strategies.
27. Give the content, features and terms of implementation of individual marketing concepts: the production concept, the product concept, the selling con-

cept, the marketing concept (concept of modern marketing) and societal marketing concept (concept of social-ethical marketing).

28. Identify the main criteria for segmenting of consumer markets.
29. Principles of segmentation of consumer markets.
30. What is meant by marketing environment of enterprises? What are its main components?
31. What are the main factors characterize the microenvironment of the enterprise?
32. What types of intermediaries do you know? What do they have in common and how do they differ?
33. What type of contact audiences you know?
34. What are the main factors characterizing the macro-environment of the enterprise?
35. What characterized the demographic environment?
36. What is the difference between the economic environment and others?
37. What are the main features of the political environment?
38. What is characterized by technological environment?
39. What does market segmentation mean?
40. What levels of target markets you know? What is their feature?
41. What are the key variables of segmentation of consumer markets known to you? What characterized each of them?
42. What variables are used in the segmentation of the market of industrial goods (goods for industrial use)?
43. What is the peculiarity of segmentation of the market for industrial goods? What is its difference from the consumer market segmentation?
44. How is the selection of target market segments??
45. Define undifferentiated marketing.
46. What is the feature of differentiated marketing?
47. What is connected with concentrated marketing?
48. What group of consumers you know? What are their features?
49. Describe the choice of a market protection strategy.
50. Describe the choice of target market segments.
51. Describe the features of the selection of target markets.
52. Give stages of effective segmentation.
53. Of what elements are the macro environment of the enterprise consist?

54. Explain whether there is a difference in segmentation of the market of credit services of a bank and services on opening and maintenance of deposit accounts.

55. Identify the criteria for positioning markers in the market. (Build at least 3 positioning fields and determine which segment of the market is most interesting for manufacturers).

56. Identify the criteria for positioning ballpoint pens on the market. (Build at least 3 positioning fields and determine which segment of the market is most interesting to manufacturers.)

57. How does the presence of a large number of industry competitors affect the attractiveness of the market segment? Give examples.

58. Which of the options for choosing market segments can banks use to enter the money transfer market? Explain why.

59. What is "market specialization" when choosing market segments? What are its advantages and disadvantages, unlike other options for choosing market segments?

60. Explain whether there is a difference in the segmentation of the market for audio players and CD players.

61. Identify the criteria for positioning mobile phones on the market. (Build at least 3 positioning fields and determine which segment of the market is most interesting to manufacturers).

62. How does the presence of monopolists in the distribution (sales) network affect the attractiveness of the market segment? Give examples.

Explain whether there is a difference in the segmentation of the market for chocolate candies and equipment for their production.

2.4 Topics abstracts

1. Competitive marketing strategy: Leader's Strategies, Challenger for leadership (Chelenger), Firm-Follower, Niche.

2. Concept of marketing management.

3. Social-ethical marketing and prospects of its development in the management of Ukrainian companies.

4. Strategic planning of marketing activities (on the example of international companies).

5. Classification of industrial products (commodity) markets and their characteristics.

6. Classification of services markets and their characteristics.
7. Choosing a marketing strategy in the market.
8. Principles of segmentation of commodity markets.
9. Segmentation of the market for goods and services (engineering, construction, insurance, banking, agriculture, food, etc.)
10. Marketing strategy of the organization to select the target market segments.
11. Product positioning in the market.
12. Positioning of services in the market.

Theme 3. MARKETING RESEARCHES

3.1 Key issues

1. Marketing information system.
2. Stages of marketing research.
3. Methods of forecasting and measuring demand.
4. Assessment of future demand.

3.2 Basic terms and concepts

Marketing research, Ansoff Matrix (Product/Market Expansion Grid), regressive integration, progressive integration, assessment of market opportunities, market size (capacity), competitor analysis, market conditions, strategic marketing planning, buyer behavior model, methods of market forecasting, Boston Consulting Group Matrix (BCG Matrix), Integrative Growth Strategy, diversification strategy, probability theory, system analysis, observation method, integrative strategy of growth, diversification strategy, probability theory, system analysis, observation method, survey method, desk and field marketing research, market analysis, Marketing Mix.

3.3 Questions for testing

1. What are the methods of studying and assessing the needs of consumers.
2. What are the methods of forecasting the development of needs.
3. What are the stages of analysis of market opportunities for the company.
4. How is the market condition assessment carried out?
5. Describe the process of marketing strategic planning and its stages.
6. Describe the methods of determining the market capacity (market size).

7. Describe methods of market forecasting.
8. Describe the buyers behavior model.
9. Describe the sellers behavior model.
10. What are the stages of development strategies by identifying the market growth and relative market share (Boston Consulting Group matrix).
11. What are the differences between integrative growth strategies and diversification strategies?
12. The scheme of marketing research.
13. What is the importance and necessity of the analytical function of marketing?
14. What are the main areas of market research.
15. What is the methodological basis of market research?
16. Use of systems analysis in market research.
17. Use of methods of probability theory in marketing research.
18. Use of business games methods in market research.
19. Use of economic and statistical methods in marketing research.
20. Use of expert assessments methods of market research.
21. What are the rules and procedures for marketing research.
22. Situational analysis as an important method of marketing research.
23. Specificity of the observation method, its advantages and disadvantages.
24. Specificity of the survey method, criteria for evaluating various forms of the survey.
25. Identify the differences between desk and field marketing researches (studies).
26. Describe the process of processing the collected marketing data.
27. Describe the process of preparing data to marketing analysis.
28. What are the stages of market analysis.
29. What are the quantitative and qualitative characteristics of the market.
30. Stages of analysis of external market conditions.
31. The study of market conditions.
32. Consumers as a subject of analysis.
33. Competitor Analysis.
34. Analysis of the possibilities of the enterprise.
35. Requirements for marketing research.
36. What are the main stages of market research.
37. What is a marketing information system?

38. What happens at each stage of marketing research?
39. What are the methods of collecting marketing information? What are their advantages and disadvantages?
40. What are the stages of the estimation of future demand?
41. What do you mean by interest groups?
42. What is the Boston Consulting Group Matrix?
43. What is the strategy of intensive market?
44. The main characteristics of the marketing mix.

3.4 Topics abstracts

1. Market conditions and its analysis.
2. M. Porter's marketing strategies: differentiation, concentration (narrow specialization), price leadership (low cost).
3. Determination of the market capacity for industrial goods.
4. Determination of the market capacity for agricultural goods.
5. Determining the market capacity of the construction services.
6. Marketing research in Ukraine. The theory and practice of marketing consulting firm's activity.
7. Competition. Research competitors. On the example of a particular company. Completeness of information. Countering illegal competitor research methods.
8. Internet-shop of food products and goods of everyday demand (Internet-supermarket). (Necessity, stages of creation, advantages and disadvantages, payments to customers (buyers), delivery of goods)
9. Specialized Internet-shop of industrial goods. (Necessity, stages of creation, advantages and disadvantages, payments to buyers, delivery of goods).
10. Specialized Internet-Higher Educational Institution. (Need, stages of creation, advantages and disadvantages, communication with the teacher, assessment of students' knowledge).
11. Internet marketing - problems and prospects. (Creation of Internet-shops, Internet advertising, including targeted advertising, email and its use for marketing purposes.)
12. Marketing research as a basis for the formation of market strategy of the enterprise.
13. The main stages of marketing research.
14. Competition. Approaches to the interpretation of the term "competition".

15. Works of leading experts on the theory of competition.
16. The competitiveness of goods. Competitiveness indicators.
17. Descriptive and indicative univariate methods.
18. Database formation for the research of macro environment of the enterprise.
19. Database formation for the research of micro-environment of the enterprise.
20. Two-factor and multi-factor methods for analyzing market dependencies.
21. Regression analysis in market research.
22. Variation analysis in market research.
23. Discriminant analysis in market research.
24. Factor analysis in market research.
25. Cluster analysis of market research.
26. Quantitative forecasting methods: trend extrapolation, forecasts based on indicators.
27. Qualitative forecasting methods: expert method and scenarios.
28. Competitiveness research of the manufacturing enterprise.
29. Competitiveness assessment of domestic goods and services.
30. Formation of the information base of marketing research.
31. Global information networks and their application in practice of marketing research.

Theme 4. MARKETING COMMODITY POLICY

4.1 Key issues

1. The concept of the product and its classification.
2. Product life cycle.
3. Marketing strategy at different stages of the product life cycle (Product life cycle strategies).
4. Competitiveness of goods.

4.2 Basic terms and concepts

Product policy (commodity policy), goods (product), product by design (product idea), goods in real performance, goods with reinforcements, everyday consumer goods (FMCG), impulse goods, pre-selected goods, goods of special demand, goods of passive demand, industrial products (goods), business services,

banking services, maintenance and repair services, high-end -market, low-end -market.

4.3 Questions for testing

1. What are the types of marketing intermediaries.
2. Basic principles of classification of consumer goods.
3. Basic principles of classification of industrial goods.
4. Features of labeling and packaging of goods.
5. What is the economic essence of goods?
6. Identify the main characteristics of the buyer of goods.
7. Basic requirements for the study of goods in marketing.
8. Identify the product categories in terms of market strategy.
9. What are the main characteristics of a new product?
10. Identify the task and features of the marketing strategy at every stage of the product's life cycle.
11. Identify the peculiarities of marketing strategies, depending on market share, market demand, product policy.
12. Features of development of marketing strategy.
13. What methods are used during testing of consumer goods.
14. Give the product definition.
15. What types of products do you know? What are their special characteristics?
16. What are the stages of the product life cycle? What happens at each of them?
17. What are the marketing strategies used at each stage of the product life cycle?
18. Give the definition of style, fashion and fetish?
19. Give the definition of the competitiveness of the goods. What are the main characteristics of it?

4.4 Topics abstracts

1. Management of warehousing policy and warehousing accounting of commodity products.
2. Features of marketing activity in the wholesale market.
3. Features of marketing activity in the retail market.
4. The conjuncture of the food market and its development prospects.

5. The conjuncture of the industrial goods market and its development prospects.
6. Economic and statistical methods of analysis and forecasting of commodity market conditions (conjuncture).
7. Features of consumer behavior on the consumer market of Ukraine (on the example of a specific commodity market).
8. Peculiarities of consumer behavior on the industrial market of Ukraine (on the example of a particular commodity market).
9. Peculiarities of consumer behavior on the market of non-profit institutions of Ukraine (on the example of a specific commodity market).
10. Features of consumer behavior on the market of state institutions of Ukraine (on the example of a specific commodity market).
11. Analysis of market activity of competing enterprises (3-5 leading firms) on the example of a specific commodity market.
12. Features of marketing of industrial goods.
13. Features of marketing of services.
14. Influence of economic categories of marketing on the activity of the organization.
15. Analysis of the product (service) life cycle in the marketing system.
16. Marketing analysis of the differences between the demand and the need for the organization.

Theme 5. NEW PRODUCT PLANNING PROCESS

5.1 Key issues

1. Organizing new product development.
2. Developing a marketing strategy.
3. Approval process for goods by consumer.
4. Consumer adoption process.

5.2 Basic terms and concepts

Brand name, individual product branding, single brand names, collective mark of goods, product packaging, outer packaging, inner packaging, product portfolio, assortment policy, width of assortment, saturation range, depth of assortment, harmony of assortment, goods- "difficult children" goods- "star", goods- "milk cow", goods- "losers", the Boston group matrix, 4 stages of product life cycles,

commodity boom, commodity capture, long-term commodity capture, seasonal goods, re-cycle curve, commodity nostalgia, growth stage, launching product to the market, maturity stage, stage of decline, product imitation, complementary products, mandatory accessories, production of by-products.

5.3 Questions for testing

1. What are the objectives of marketing at different stages of the product life cycle?
2. Give specifics branded product features.
3. Features of the market positioning of a new product.
4. Describe the strategy of new product development.
5. Give the essence of product policy.
6. Describe the evolution of the concept of goods.
7. Provide a definition of product marketing.
8. Justify the existence of three levels of goods.
9. The concept of the product life cycle.
10. What are the types of product life cycles?
11. Formation of the product range and product range of the enterprise.
12. Products packaging and its functions.
13. Describe the main stages of the process of creating and introducing new products to the market.
14. Give description of the product life cycle.
15. Provide a description of the basic concepts of trademark practice: brand, brand name, trademark and their use.
16. What are the ways to get a new product?
17. Which groups of new products do you know?
18. Name the reasons why a new product is badly perceived by the market.
19. Name the stages of creating a new product. What happens at each of them.
20. What stages are buyers going through in the process of adapting to the new product?
21. What is the life cycle schedule that is inherent in "commodity capture"? What caused it? What goods can belong to this group?
22. Types of packaging products. Their purpose. Give examples of different types of packaging.

23. How does the availability of substitute products affect the attractiveness of a market segment? Give examples.

24. What is the life cycle schedule characteristic of "commodity nostalgia"? What caused it? What goods can refer to this group?

25. What is the "brand policy"? Give examples of different types of it.

26. What life-cycle schedule is inherent in a "commodity boom"? What is it due to? What goods can belong to this group?

27. What are the characteristics of the "product launch" phase of the product life cycle? What are the main objectives of marketing at this stage?

28. What is the life cycle schedule characteristic of "commodity capture"? What caused it? What goods can relate to this group?

29. What stage is characterized by "growth" life cycle? What are the main tasks of marketing at this stage?

5.5. Topics abstracts

1. Features of segmentation on the example of specific commodity markets.
2. The quality of the product. Marketing interpretation of the term quality.
3. Regional features of Ukraine's population demand for goods and services.
4. Demographic characteristics of Ukraine's population demand for goods and services.

5. Development of new product concepts in the marketing system.
6. Methods for determining competitiveness products (services) in the market.

7. Marketing management of the range (assortment) of products (services that are distributed).

8. Product quality management in the marketing system.

SECTION 2. CONDUCTING MARKETING RESEARCH

Theme 6. PRICING STRATEGIES IN MARKETING

6.1 Key issues

1. The concept of price in marketing.
2. Price components.
3. Types of prices.
4. Pricing strategies.

6.2 Basic terms and concepts

Pricing, price, consumer properties of product, seller's price (asking price), buyer's price (bid price), equilibrium price, inflation, pricing strategies, skimming (creaming) pricing (high price strategy), product launch strategy, the strategy sliding (falling) prices, strategy of priority prices, survival marketing strategy, price elasticity of demand (PED or Ed), monopolistic competition, perfect competition, oligopoly, monopoly, tariffs, purchase prices, wholesale prices, selling prices, cost price, manufacturer's profit, excise duty, customs duty, value added tax (VAT).

6.3 Questions for testing

1. Justify the basic pricing strategies.
2. Stages of analysis of the pricing policy of enterprise.
3. Determine the pricing objectives and describe the main stages of development of the pricing policy of enterprise.
4. Name the factors that affect the price setting.
5. Price setting depending on the degree of novelty of product.
6. Features of pricing policy at different stages of the product life cycle.
7. Give the essence of the pricing policy of enterprise.
8. Determination of price elasticity of demand.
9. Provide a description of elastic, inelastic and unitary demand.
10. What are the types of pricing strategy?
11. Give the definition of price.
12. What is the purpose of pricing?

6.4 Topics abstracts

1. Prices and pricing policy of the company.

2. Features of the market pricing methods.
3. Features of pricing of domestic enterprises.
4. Types and methods of competition in commodity markets.

Theme 7. PRICING METHODS IN MARKETING

7.1 Key issues

1. Cost-oriented pricing methods.
2. Market-oriented pricing methods.
3. Parametric pricing methods.

7.2 Basic terms and concepts

Methods of pricing, cost-oriented method, methods based on competitors' prices (competition-based pricing), trade markup, price at the place of manufacture of goods, zonal prices, single price with the inclusion of average shipping costs, functional discounts, offsets, discounts for payment of goods.

7.3 Questions for testing

1. What kind of price and non-price competition do you know?
2. What is the difference between strategy and tactics of pricing.
3. What are the basic methods of pricing?
4. Describe the strategy of high, low, single, flexible, unbreakable, prestigious, bulk (mass) purchases; standard, variable, discriminatory prices.
5. Of what kinds of activities is the process of creating value consist?
6. How is the price calculated using the cost-based method?
7. What types of market pricing methods do you know? How are they applied?
8. What types of parametric pricing method used in practice? What are their features?

7.4 Topics abstracts

1. General pricing policy. Types of prices for products and services.
2. Methods of pricing of new products and services.
3. Determination of break-even point of goods production (provision of services).
4. Pricing strategy of the organization.

Theme 8. MARKETING COMMUNICATIONS POLICY

8.1 Key issues

1. Marketing communications and their levels.
2. Means of persuasion of target audience.
3. Importance of feedback in marketing communications.

8.2 Basic terms and concepts

Communication, communication policy, awareness, persuasion of target audience, rumors, sales promotion, consumer incentives, incentives for (of) intermediaries, employee incentives of enterprise sales team.

8.3 Questions for testing

1. Provide the concept and content of marketing information.
2. Identify the source of marketing information.
3. Name the information support system.
4. Justify the essence and provide the definition of the marketing information system, its subsystems.
5. Describe the main types of marketing information.
6. Describe the approaches, methods and tools used in marketing research.
7. What are the main ways of receiving marketing information.
8. What are the advantages and disadvantages of primary and secondary information: its sources and features.
9. Justify the essence of the concept of marketing information system.
10. Give the definition of marketing communications complex.
11. What components of the marketing communications complex do you know?
12. Identify the basic elements of enterprise communications model.
13. Justify stages of development of effective communication.
14. What are the components of complex marketing communication of product.
15. Give a definition of the complex of marketing communications.

8.4 Topics abstracts

1. Forming of marketing information system.
2. Exhibition activity in Ukraine.

3. Sources of secondary marketing information in Ukraine.
4. The use of economic methods of sales promotion.
5. Consumer service as a tool for forming consumer loyalty.
6. Databases and their application in the system of marketing information of the enterprise.
7. Trade agreements.
8. Improving the marketing research information system.
9. Information support systems.
10. Sources of secondary marketing information and features of its formation.
11. After-sales, warranty and post-warranty service.
12. Service in the marketing system.

Theme 9. MARKETING COMMUNICATIONS COMPLEX

9.1 Key issues

1. The essence of the marketing communications complex.
2. Advertising as the main component of marketing communications.
3. Sales promotion.
4. Public relations.

9.2. Basic terms and concepts

Target audience, advertising appeal, advertising program of the enterprise, advertising, slogan, beginning, information block, reference information, echo phrase, advertising contact, cost of one advertising contact, advertising video, advertisement, direct mail, outdoor advertising, personal sales, formation of positive public opinion, propaganda, sponsorship activities, lobbyism, public relations, publicity.

9.3 Questions for testing

1. What are the stages of the process of developing a program of promotional activities?
2. Advertising: definition, essence and types.
3. Justify the main stages of advertising.
4. What are the main stages of communication policy.
5. Justify the means of sales promotions

6. What is the difference between the use of means of publicity and personal selling.
7. Name the advertising tools and describe them.
8. What are the stages of development of program of advertising activities.
9. Justify the role and tasks of advertising in the marketing system.
10. Give examples of structure of marketing communications complex: advertising, propaganda ("publicity"), sales promotion, personal selling.
11. Name the types of appeal and describe them.
12. Give the definition of advertising.
13. What are the features of the advertising appeal?
14. What is the essence of sales promotion?
15. What are the special characteristics of propaganda known to you?
16. Give the definition of public relations. What is its essence?
17. What are the main objectives, tools and programs of public relations..
18. What are the features of the advertising appeal?

9.4 Topics abstracts

1. The use of direct mail advertising in a business activity.
2. The use of advertising in the media.
3. The use of advertising on the "Internet".
4. Features of an advertising campaign with the involvement of advertising agencies.
5. Features of advertising campaigns by international companies.
6. Features of advertising campaigns by domestic companies.
7. Comparative analysis of advertising activities on the example of a specific commodity market.
8. Comparative analysis of advertising media on the example of a specific commodity market.
9. The meaning and methods of creating the image of the company (product, service, brand, trademark, style).
10. The use of sales promotion of products (services) by methods of public relations and publicity (formation of public opinion).
11. The use of a personal (private) sale of products.
12. Organization and goals of advertising work.

Theme 10. MARKETING DISTRIBUTION POLICY

10.1 Key issues

1. Functions and flow of distribution channel.
2. The essence of retail trade.
3. The essence wholesale trade.
4. Marketing logistics

10.2 Basic terms and concepts

Distribution channels (sales), product consumers, projected sales volumes, sales system, wholesale and retail trade, logistics.

10.3 Questions for testing

1. What are the main stages of the distribution policy?
2. What are the types of retail and give the examples.
3. What are the steps in the personal selling process?
4. Name the types of presentations in the personal sale of goods.
5. Describe leasing as a form of sales.
6. Name the types of franchising and give their examples.
7. What are the stages of the analysis of the commodity circulation?
8. Determine how the promotion analysis is conducted.
9. Define the goals and objectives of marketing sales policy.
10. What are the main content of logistics and justify its functions
11. The essence of marketing policy of the company.
12. Give the definition of retail.
13. What types of retailers do you know? What are their features?
14. What decisions are made in retail? What is their essence?
15. What is the wholesale trade? Its main characteristics.
16. What are the types of wholesale trade and their special characteristics?
17. What is the difference between the wholesale and retail?
18. What is the feature of marketing logistics?

10.4 Topics abstracts

1. Leasing as a form of sales of products.
2. Direct leasing and leasing through intermediaries.
3. Operational leasing and leasing with full payback.

4. Types of franchising: commodity, production, business.
5. Comparative analysis of means of promotion on the example of a specific commodity market.

Theme 11. DISTRIBUTION CHANNELS MANAGMENT

11.1 Key issues

1. Selection of distribution channel.
2. Distribution channel management.
3. Commodity circulation (product promotion).

11.2 Basic terms and concepts

Commodity movement (circulation) (product promotion), direct sales, indirect sales of single-level or multi-level type; sales through their own sales channels or through other dependent and independent intermediaries; vertical marketing systems, zero distribution channel, multilevel distribution channels, processing of product orders, storage and warehousing of goods, maintaining of inventories, organization and planning of transportation, receipt and shipment of products to consumers, mode of transport, concept of ensuring the delivery of products or goods to the direct the customer, the "right hand" scheme.

11.3 Questions for testing

1. Name the role of intermediaries in the sale of goods.
2. What are the types of resellers?
3. Examples of motivation of participants in the sales channel.
4. Name the distribution channel levels.
5. Determine the structure and level of the channels of commodity movement (circulation).
6. Define the term "promotion channel" and name its features.
7. Justify the nature and function of the distribution channels.
8. Identify the differences between vertical and horizontal marketing systems.
9. What are the basic means of sales promotion, determine their essence, directions and methods.
10. Name the types of sales channels.

11. Name the functions of sales channels and factors that affect the organization of their work.
12. Identify the factors that influence the choice of sales channels.
13. What are the main functions of distribution channel participants?
14. What are the levels of distribution channels known to you? What does each of them characterize?
15. What are the main criteria for choosing a distribution channel?
16. List marketing systems. Give them a definition.
17. What are the main components of the cost of commodity movement.

11.4 Topics abstracts

1. Commodity exchanges in the distribution of goods.
2. Sales statistics. Analysis of sales plan implementation.
3. Integrated and non-integrated marketing structure.
4. Management of sales channels on the example of a particular company.
5. Comparative analysis of sales channels on the example of a particular commodity market.
6. Organization of sales service.
7. The choice of sales channels and the mechanism of their use.
8. Marketing characteristics of direct sales channels.
9. Marketing characteristic of independent (dependent) sales intermediaries.
10. System of commodity promotion (promotion of services) in marketing.

Theme 12. ORGANIZATION AND CONTROL OF MARKETING ACTIVITIES OF THE ENTERPRISE

12.1 Key issues

1. Beneficial consumer: final inspection.
2. Marketing and total quality management.
3. The essence of strategic marketing planning.
4. Highly effective business and its origins.
5. Strategic planning in the corporation and subdivision.
6. Marketing process.

12.2 Basic terms and concepts

Marketing management organizational structures, election of marketing specialists, marketing management functional organizational structure, functional-product organizational structure of marketing management, functional-market organizational structure of marketing management, matrix organizational structure of marketing management, managers and leading specialists of marketing services, functions of marketing manager, sale and marketing departments, marketing control, types of marketing controls, annual plans control, profitability control, efficiency control, strategic control.

12.3 Questions for testing

1. What are the different types of marketing control?
2. Explain the steps taken to implement marketing controls.
3. What are the stages in the marketing management process?
4. Describe the development of the marketing mix.
5. Provide a scheme of planning and control of marketing activities at the enterprise.
6. What are the main stages of the marketing activities at the enterprise.
7. Give the definition and essence of international marketing.
8. What are the goals and methods of entry the enterprise into the international market?
9. Give similarities and specific differences between international marketing and domestic marketing.
10. Give examples of the organizational structure of the marketing service at the enterprise.
11. Name the form and methods of monitoring the marketing activity at the enterprise.
12. What are the stages in the process of developing a marketing plan?
13. What are the stages of development of marketing strategies and programs of the company.
14. Give examples of types of marketing organizational structures: functional, regional, matrix.
15. What is marketing management?
16. What does total quality control mean?

12.4 Topics abstracts

1. The main directions of control of marketing activities.
2. Temporary forms of marketing organization at the enterprise; informal marketing structure.
3. Organization of marketing services at the company.
4. Responsibilities of a marketing manager at a particular enterprise.
5. Operational marketing management.
6. Features of marketing activities at the foreign markets on the example of a particular company.
7. Objectives, methods and control of marketing activities.
8. Marketing audit.
9. Strategic planning of marketing activities (on the example of Ukrainian companies).
10. Regulations on the service of marketing in organizations and methods of control of its work.
11. Characteristics of the organizational structure of the organization, focused on the concept of marketing.
12. International marketing strategy.
13. Use of engineering services in the market.
14. The work of the company based on joint business.
15. Franchising, as a method of work of subsidiaries and affiliates.
16. The role of free economic zones in marketing.

PREPARATION OF ABSTRACT COURSE "MARKETING"

Abstract on the course "Marketing" aims to form future bachelors a general understanding of the marketing of goods and services and methods for its implementation using independent work.

The subject of the abstract is chosen by the students from the proposed list of topics (topics repetition of one group of students is prohibited) or proposed by the student with the obligatory preliminary approval with the teacher. The volume of the abstract - at least 10 sheets of A4. It is imperative to develop, print and present tests for 10-15 questions on the selected topic with the options for answers.

According to the abstract, it is necessary to prepare a presentation and present it to the teacher and the group. It is necessary to submit an abstract to check the teacher for one week before its delivery. The report of the student on the content of the abstract should be extended no more than 5-10 minutes. Next, to check how carefully the audience listened to him, the speaker should hold a test. Immediately after completion, it is necessary to verify the correctness, once again naming the questions and the correct answers. Further, all tested should calculate the percentage of correct answers. After that, the speaker must answer possible questions from the teacher and students of the group on the topic of the abstract and the activities of the organization. Requirements for the abstract:

- abstract should contain a comprehensive theoretical information on the topic received by the author of the abstract from several sources;
- In the abstract students must reveal the practical application of the material in the basic organization;
- theoretical and practical information should be equally in volume and logically agreed.
- the abstract should consist of the following mandatory parts:
 1. Title pages.
 2. Content.
 3. Introduction.
 4. The bulk of the abstract
 - 4.1 The theoretical aspects of the topic.
 - 4.2 Practical use of materials on this topic in the organization.
 5. Conclusion.
 6. List of references.

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12. Dwyer F. Robert, Tanner John F., Jr. «Business Marketing: Connecting Strategy, Relationships, and Learning», Second Edition, Boston, MA, Irwin McGraw-Hill, 2001.
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Навчальне видання

**Методичні вказівки до виконання практичних занять
з дисципліни
«Маркетинг»**

для студентів спеціальностей 073 – «Менеджмент», 072 – «Фінанси, банківська справа та страхування» та 076 – «Підприємництво, торгівля та біржова діяльність» (англійською мовою) денної форми навчання

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